

# News Letter

## AMERICAN MANAGEMENT ASSOCIATION

20 Vesey Street

New York, N. Y.

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No. 15

Sept. 6, 1924

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### Program of the SWAMPSCOTT CONFERENCE *September 19 and 20*

to be held at the  
NEW OCEAN HOUSE  
Swampscott, Mass.

Friday, September 19

Forenoon

#### COST OF PERSONNEL ACTIVITIES

8:30 A. M. Registration.

10:00 A. M. The Report of a Special Committee of the Associated Industries of Massachusetts on the "Cost of Personnel Activities" covers a survey of a large number of Massachusetts companies. "Wages and Salaries," "Materials and Incidental Service," and "Space and Equipment" figures have been secured covering such activities as Employment, Health, Accident Prevention, Recreation, Dining Service, Plant Papers, Benefit Associations, Group Life Insurance and other insurance, Housing and Pensions. The survey covers industries large and small—those which have personnel departments and those which have not. The chairman of the committee is Royal Parkinson, Manager of the Employment and Service Department, American Optical Company.

The discussion of the report is being carefully organized, so that those present can make comparisons between situations in large and small companies, between companies in the same and different lines of business, and between companies which carry on personnel work without a personnel department and those which have centralized many activities under an industrial relations department. Among the leaders of discussion will be A. H. Young, of Curtis, Fosdick & Belknap; and R. S. Quinby, of the Hood Rubber Co.

## Afternoon

### INFORMAL DISCUSSION GROUPS, RECREATION, ETC.

Aside from its historical interest, this picturesque and delightful place offers a variety of amusements such as bathing, tennis, driving, archery and golf. Arrangements have been made for golfers to play the Tedesco and other courses, one of which is on the grounds of the New Ocean House. The program has been arranged so as to allow plenty of time to enjoy the diversions which Swampscott offers. The ample proportions of the Hotel, and its good management ensure a comfortable visit.

## Evening

7:00 P. M. Informal Dinner. Speakers to be announced.

Saturday, September 20

### MEASURING THE EFFECTIVENESS OF SPECIFIC PERSONNEL PROJECTS

## Forenoon

8:00 A. M. Registration—continued.

9:00 A. M. The Association's Research Report on "Measuring the Effectiveness of Specific Personnel Projects" has been completed and will be presented by Dr. W. W. Charters, Director, Research Bureau for Retail Training, University of Pittsburgh. It covers fifteen cases such as Effect of Education on Accidents, Effect of Training on Turnover, Effect of Training in Shortening the Period of Learning the Job, Effect of Methods of Selection on Turnover, Effect of Courtesy Campaign in a Department Store, Effect of Centralized Employment Agency on Turnover, Effect of Medical Work on Lost Time through Sickness, Effect of Training on Increased Percentages of Piece Work, Effects of Employee Representation, Effect of the Visiting Nurse, Effect of Health and Group Insurance, Reduction of Complaints and Reduction of Number of Charge Check Errors in a Department Store, Saving of Money through Duties Taken on by Personnel Department. Willard E. Hotchkiss, Managing Director of the National Industrial Federation of Garment Manufacturers, will lead the discussion.

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### HOTEL RESERVATIONS

Rates for rooms at the New Ocean House during the conference will be:

American Plan	Per Person, Per Day
Double rooms and bath.....	\$8.00
Single rooms and bath.....	9.00 and \$10.00
Single rooms with running water	8.00 and 9.00
Double rooms with running water (limited number).....	7.00
Suites of two rooms with bath for four persons.....	7.50
Large rooms with bath and three single beds.....	7.00
Reservations should be made promptly with the New Ocean House at Swampscott, Mass.	

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## REGISTRATIONS AND PROCEEDINGS

In order to facilitate the sometimes tedious process of registration, this office will be glad to receive advance notices of your attendance together with the registration fee of \$5.00. This fee includes a set of the proceedings. No extra charge will be made for the banquet, to those staying at the hotel. To those not registered at the hotel a charge of \$4.00 will be made.

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## HOW TO REACH SWAMPSCOTT

Swampscott may be reached by train from Boston or by motor. Trains arriving in time for the Friday morning meeting leave North Station, Boston, at 7:17 and 9:00 A. M. Standard Time. The latter stops at Lynn, which is about a mile from Swampscott, easily covered by motor. Those coming from New York by boat can connect with this train. Going from Boston by motor takes about 45 minutes.

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## PRODUCTION EXECUTIVES' CONFERENCE

The conference of the Production Executives' Division on "Administration of Employee Representation Plans" will be held in Cleveland about the middle of November.

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## OFFICE EXECUTIVES' CONFERENCE

The report on "Salary Administration" is nearing completion and will be presented at a two-day conference of the Office Execu-

tives' Division probably in New York and early in December. One of the days will be devoted to several other office management topics.

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### ANNUAL CONVENTION

The Annual Convention of the American Management Association is tentatively scheduled for the last week of January at Atlantic City.

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### N. A. C. A. CONVENTION

Mr. J. P. Jordan, President of the National Association of Cost Accountants, has, through Mr. Lewisohn, extended a cordial invitation to the members of the American Management Association to attend the 1924 convention of the N. A. C. A. at Springfield, Mass., September 22nd-25th.

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### SWAMPSCOTT CONFERENCE PROCEEDINGS

(for those not attending)

Price	
To Individual Members.....	\$4.00
To Company Members.....	2.50
(Additional copies)	
To Non-Members .....	5.00

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American Management Association  
20 Vesey Street, New York, N. Y.

Since I am unable to attend the Swampscott Conference please send the proceedings to me at the address below.

Name .....

Address .....

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